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EXAMINER

PESIN, BORIS M

ART UNIT	PAPER NUMBER
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2174

DATE MAILED: 06/03/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/682,631

Applicant(s)

FEATHERS ET AL.

Examiner

Boris Pesin

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 02/07/2005.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-68 is/are pending in the application.
- 4a) Of the above claim(s) 1-40 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 41-68 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____

DETAILED ACTION

Response to Amendment

This communication is responsive to Amendment A, filed 2/07/2005.

Claims 1-68 are pending in this application. Claims 41, 50, and 60 are independent claims. In the Amendment A, Claims 1- 40 were withdrawn and claims 41-68 were added as new. This action is made Final.

The Applicant has wrongly listed claims 1-40 as withdrawn when what was intended was that they be canceled. The applicant is asked in the next amendment to state that claims 1-40 are canceled.

The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

Claim Objections

Claim 52 is objected to because of the following informalities:

There is a "when" missing after the second "which" one line 1.

Appropriate correction is required.

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claim 56 recites the limitation "said Internet" in Line 2. There is insufficient antecedent basis for this limitation in the claim.

Claim Rejections - 35 USC § 103

Claims 41-49 are rejected under 35 U.S.C. 103(a) as being unpatentable over Fair (US 6628307) in view of www.buy.com in further view of Clark et al. (US 59951001).

In regards to 41, Fair teaches a method of organizing and displaying a plurality of hyperlink addresses associated with a plurality of corresponding web site pages on a portal page comprising the steps of: (a) providing a visual representation of a map having a plurality of active areas thereon, said active areas representing individual hyperlinks or a plurality of hyperlinks having a common theme, wherein said active areas are shown as representations of buildings on said map and wherein said active areas are grouped such that active areas related by a common concept are located on said map in close proximity to one another (Figure 3) and (c) displaying the interior of a building when said active area represented by said building is selected (Figure 4). Fair does not specify teach (d) displaying said plurality of hyperlinks having a common theme on the interior of said building. Buy.com teaches a plurality of stores (i.e. hyperlinks) that are still visible when a user enters a particular store (i.e. Exhibit B). It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Fair with Buy.com and include hyperlinks inside the store with the motivation to provide the user a convenient way of going to another store. Fair and Buy.com do not

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teach (b) modifying said map to provide graphical information regarding said common theme when a cursor is placed over one of said active areas. Clark teaches, "A graphical user interface (GUI) for use in a graphical display on a computer monitor includes a cursor that allows a user to point to an area of interest in the graphical display. The GUI also includes an information element that provides a first level of information in the graphical display when the user first points to the area of interest and then provides a subsequent level of information in the graphical display if the user continues to point to the area of interest or presses a selected keystroke." (Abstract). It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Fair and Buy.com with the teachings of Clark and include a method to provide the user with more detailed information with the motivation to reduce clutter on the screen.

In regards to claim 42, Fair, Buy.com and Clark further teach a method of claim 41, further comprising the step of: (e) displaying a button which, when selected by a user, will re-display said portal page and its corresponding map, without regard to where said user has navigated (Buy.com, Exhibit B, Element 1).

In regards to claim 43, Fair, Buy.com and Clark further teach a method of claim 41, further comprising the step of: (f) displaying a navigation bar having a plurality of buttons corresponding to said plurality of active areas on said map (Buy.com, Exhibit A, Element 1).

In regards to claim 44, Fair, Buy.com and Clark further teach a method of claim 41, further comprising the step of: (g) temporarily displaying static images at random

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locations on said map, wherein said static images contain hyperlinks to web pages (Fair, Figure 3, Element 137).

In regards to claim 45, Fair, Buy.com and Clark further teach a method of claim 41, further comprising the step of: (h) temporarily displaying images which appear to move across said map ("Referring again to FIG. 3, user-movable vehicles 170, 172, 174 are provided in the image. Each vehicle represents a third-party search engine, such as INFOSEEK.TM., ALTAVISTA.TM., GOTO.TM., YAHOO.TM., or similar program, and has a color or combination of colors (not shown) distinguishing each vehicle from the others. Moving a vehicle to a building icon or other product or service icon and clicking on that icon launches the search engine associated with the vehicle and loads a pre-selected search string." (Fair, Column 8, Line 19).

In regards to claim 46, Fair, Buy.com and Clark further teach a method of claim 45, wherein said images contain hyperlinks to web pages ("Referring again to FIG. 3, user-movable vehicles 170, 172, 174 are provided in the image. Each vehicle represents a third-party search engine, such as INFOSEEK.TM., ALTAVISTA.TM., GOTO.TM., YAHOO.TM., or similar program, and has a color or combination of colors (not shown) distinguishing each vehicle from the others. Moving a vehicle to a building icon or other product or service icon and clicking on that icon launches the search engine associated with the vehicle and loads a pre-selected search string." (Fair, Column 8, Line 19).

In regards to claim 47, Fair, Buy.com and Clark further teach a method of claim 41, wherein said plurality of web site pages associated with said plurality of hyperlink addresses are culturally localized (Buy.com, Exhibit C, Element A).

In regards to claim 48, Fair, Buy.com and Clark further teach a method of claim 47, further comprising the step of customizing said visual representation to provide a cultural theme, said cultural theme being associated with said plurality of culturally localized web site pages (Buy.com, Exhibit C, Element A).

In regards to claim 49, Fair, Buy.com, and Clark further teach a method of claim 47, further comprising the step of (i) providing a link which, when activated, displays a listing of one or more other portal pages, each of which has a visual representation customized for a different culture (Buy.com, Exhibit C, Element A).

Claims 50 and 60 are rejected under 35 U.S.C. 103(a) as being unpatentable over Fair (US 6628307) in view of Clark et al. (US 59951001).

In regards to claim 50, Fair teaches a user interface for organizing and displaying a plurality of hyperlink addresses associated with a plurality of corresponding web site pages, said interface comprising: a visual representation of a map having a plurality of active areas thereon, wherein said active areas related by a common concept are positioned on said map in close proximity to each other, said active areas representing individual hyperlinks or a plurality of hyperlinks having a common theme (Figure 3), and wherein said map represents a village and said active areas are shown as

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representations of buildings and other common structures typically found in a village (Figure 3). Fair does not teach a user interface wherein said map is modified to provide information regarding said common theme when a cursor is placed over one of said active areas. Clark teaches, "A graphical user interface (GUI) for use in a graphical display on a computer monitor includes a cursor that allows a user to point to an area of interest in the graphical display. The GUI also includes an information element that provides a first level of information in the graphical display when the user first points to the area of interest and then provides a subsequent level of information in the graphical display if the user continues to point to the area of interest or presses a selected keystroke." (Abstract). It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Fair with the teachings of Clark and include a method to provide the user with more detailed information with the motivation to reduce clutter on the screen.

In regards to claim 60, Fair teaches a method of accessing a plurality of web site pages by collecting, organizing and visually presenting representations of a plurality of hyperlink addresses associated with said web site pages, said method comprising the steps of: I) displaying a plurality of buildings wherein said buildings represent a plurality of commercial or retail establishments on a map layout, wherein each of said buildings are representative of categories of information items having a common theme (Figure 4); II) organizing each of said plurality of buildings into districts, said districts representative of a common concept among said buildings illustrated therein (Figure 4). Fair does not teach III) modifying the appearance of said buildings when a cursor is

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placed there over, wherein said modifying step comprises the displaying of information relating to said common theme. Clark teaches, "A graphical user interface (GUI) for use in a graphical display on a computer monitor includes a cursor that allows a user to point to an area of interest in the graphical display. The GUI also includes an information element that provides a first level of information in the graphical display when the user first points to the area of interest and then provides a subsequent level of information in the graphical display if the user continues to point to the area of interest or presses a selected keystroke." (Abstract). It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Fair with the teachings of Clark and include a method to provide the user with more detailed information with the motivation to reduce clutter on the screen.

Claims 51-59 and 61-68 are rejected under 35 U.S.C. 103(a) as being unpatentable over Fair (US 6628307) in view of Clark et al. (US 59951001) in further view of www.buy.com.

In regards to claim 51, Fair and Clark teach all the limitations of claim 50. Fair further teaches a user interface wherein the interior is displayed when said active area represented by said building is selected (Figure 4). Fair and Clark do not teach a user interface wherein, and said interior of said building displays a11 hyperlinks having a common theme associated with said active area. Buy.com teaches a plurality of stores (i.e. hyperlinks) that are still visible when a user enters a particular store (i.e. Exhibit B). It would have been obvious to one of ordinary skill in the art at the time of the invention

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to modify Fair and Clark with the teachings of Buy.com to include hyperlinks inside the store with the motivation to provide the user a convenient way of going to another store.

In regards to claim 52, Fair, Buy.com, and Clark further teach a user interface of claim 50, further comprising a button which, which selected by a user, will re-display said map, without regard to where said user has navigated (Buy.com, Exhibit B, Element 1).

In regards to claim 53, Fair, Buy.com and Clark further teach a user interface of claim 50, further comprising a navigation bar having a plurality of buttons corresponding to said plurality of active areas on said map (Buy.com, Exhibit B, Element 1).

In regards to claim 54, Fair, Buy.com and Clark further teach a user interface of claim 50, further comprising one or more static images which are temporarily displayed at random locations on said map (Fair, Figure 3, Element 137).

In regards to claim 55, Fair, Buy.com and Clark further teach the user interface of claim 54, wherein said images contain hyperlinks to web pages, and said hyperlinks are temporarily displayed on said map (Fair, Figure 3, Element 137).

In regards to claim 56, Fair, Buy.com and Clark further teach a user interface of claim 54, wherein said images contain hyperlinks to web pages on said Internet (Fair, Figure 3, Element 137).

In regards to claim 57, Fair, Buy.com and Clark further teach a user interface of claim 54, wherein said plurality of web site pages associated with said plurality of hyperlink addresses are culturally localized (Buy.com, Exhibit C, Element A).

In regards to claim 58, Fair, Buy.com and Clark further teach a user interface of claim 57, wherein said visual representation is customized to provide a cultural theme, said cultural theme being associated with said plurality of culturally localized web site pages (Buy.com, Exhibit C, Element A).

In regards to claim 59, Fair, Buy.com and Clark further teach a user interface of claim 54, wherein a link is provided which, when said link is activated, displays a listing of one or more other user interfaces, each of which has a visual representation

In regards to claim 61, Fair and Clark teach all the limitations of claim 60. They do not teach a method of claim 60, further comprising the step of: IV) displaying a navigation bar, wherein said navigation bar dynamically changes based on the position and/or interaction of a cursor with respect to said districts. Buy.com teaches a changes when sentries are clicked on by the user (i.e. the color of the bar changes with respect to what the user has clicked on). It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Fair and Clark with the teachings of Buy.com to include a dynamically changing navigation bar with the motivation to provide the user a more pleasing shopping experience.

In regards to claim 62, Fair, Buy.com and Clark further teach a method of claim 61, further comprising the step of: V) temporarily displaying static or moving images at random locations on said map (Fair, Figure 3, Element 137).

In regards to claim 63, Fair, Buy.com and Clark further teach a method of claim 62, wherein said images display advertisements for said commercial or retail establishments and wherein said images contain hyperlinks to said commercial and retail establishments (Buy.com, Exhibit A).

In regards to claim 64, Fair, Buy.com and Clark further teach a method of claim 63, further comprising the step of: VI) providing a means for a user to return to said map display, without regard to where said user has navigated using said hyperlinks (Buy.com, Exhibit B, Element 1).

In regards to claim 65, Fair, Buy.com and Clark further teach a method of claim 64, further comprising the step of: VII) displaying said hyperlink in a textual fashion (Buy.com, Exhibit B, Element 1).

In regards to claim 66, Fair, Buy.com and Clark further teach a method of claim 27 wherein said plurality of web site pages associated with said plurality of hyperlink addresses are culturally localized (Buy.com, Exhibit C, Element A).

In regards to claim 67, Fair, Buy.com and Clark further teach a method of claim 66, further comprising the step of: VIII) customizing said map layout to provide a cultural theme, said cultural theme being associated with said plurality of culturally localized web site pages (Buy.com, Exhibit C, Element A).

In regards to claim 68, Fair, Buy.com and Clark further teach a method of claim 67, further comprising the step of: IX) providing a link which, when activated, displays a listing of one or more other map layouts, each of which is customized for a different culture (Buy.com, Exhibit C, Element A).

Response to Arguments

Applicant's arguments with respect to claims 41-68 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

Inquiry

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Boris Pesin whose telephone number is (571) 272-4070. The examiner can normally be reached on Monday-Friday except every other Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kristine Kincaid can be reached on (571) 272-4063. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

BP

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